



Approved August 13, 2012

**CITY OF SCOTTSDALE  
HUMAN RELATIONS COMMISSION  
REGULAR MEETING  
SUMMARIZED MINUTES**

**5:00 p.m. Monday, June 11, 2012  
Human Resources Pinnacle Training Room  
7575 E. Main Street  
Scottsdale, Arizona**

**Present:** Jeff Jameson, Chair  
Linda Simmons, Vice Chair  
James Campbell, Commissioner  
Bob Fox, Commissioner (telephonic)  
Susan Galpin, Commissioner (departed at 6:43 p.m.)  
Joel Martin, Commissioner

**Absent:** Edward Lopez, Commissioner

**Staff:** Velicia McMillan Humes  
Kelly Corsette  
Mark Wilson

**Guests:** April Fischer, ASU State Press

**CALL TO ORDER**

Chair Jameson called the meeting to order at approximately 5:02 p.m.



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## **1 REVIEW AND APPROVAL OF MINUTES**

Commissioner Campbell clarified that he, along with Chair Jameson, voted to approve the motion noted in Item 4, while Commissioners Fox, Lopez, Martin, and Simmons dissented.

Approved 6-0: Commissioner Martin made a motion to approve the minutes of the May 14, 2012 meeting as amended. Seconded by Commissioner Campbell.

## **2 CITY OF SCOTTSDALE SOCIAL NETWORKING AND MARKETING OPPORTUNITIES**

Kelly Corsette said the Office of Communications oversees the City's primary communication channels using an integrated toolset that includes social media, face-to face contact, press releases, City cable Channel 11, electronic and print direct, online video streaming, and on demand video. The program exists to publicize and promote the City's projects, services and activities. The Communications Department is ready to develop a plan to support HRC events.

The Commission identified the immediate needs to develop another avenue to market events, and to provide a way for people to get in touch with Commission. In the future, the HRC would like to create a process to release information to the public as diversity issues develop in the community. Mr. Corsette suggested creating a vehicle through which the public could help determine the issues that the HRC addresses at their events. Velicia McMillan Humes said she would contact the City Attorney's Office to ensure that the process avoids violating open meeting laws.

Commission agreed to solicit the help of the Office of Communications to create a multi-media promotional campaign for the Cross Cultural Communication Series program. Mr. Corsette said he would revisit prior plans and return with new ideas on how to use available technology to increase the exposure of HRC activities.

Velicia McMillan Humes reviewed the three public forums that HRC plans this year to promote civil dialogue. In October, a panel will discuss whether incivility is killing communication in the community. The February forum will focus on refugees and immigrants. In April, Don Logan will present his new book.

## **3 PLANNING 2012/2013 CULTURAL AWARENESS ACTIVITIES**

Chair Jameson provided a report on a recent meeting with Library staff to coordinate the October cultural awareness event. The current proposal is to hold the event between 6 p.m. and 8 p.m. The event will feature a panel, with Q&A to follow. Fred Duval, Chairman of the National Institute for Civil Discourse, is available, as are Dr. Matthew Whitaker from the Arizona Humanities Council, and Scottsdale Leadership's Cynthia Wenstrom. The intention is to conclude the proceedings with a call to action. Since the event will occur in the period



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leading up to the elections in November, one goal is to help the public sift through the chaff of discourse that comes with electoral politics.

Chair Jameson requested feedback from the Commission in anticipation of the next planning meeting. Velicia McMillan Humes said the event should avoid promoting one political viewpoint or another, and instead encourage civil engagement and participation in the democratic process. Vice Chair Simmons suggested that Robert Leger, opinions editor of the Scottsdale Republic, would draw attention if he were invited to the panel. Commissioner Martin felt the panel should be diverse, and include a woman and a Latino. The event publicity should provide information on the panelists so that people could learn about them in advance.

The Commission agreed to hold the event on October 15.

#### **4 DEVELOP JUNE 19, 2012 COUNCIL YEAR END REVIEW CITY COUNCIL PRESENTATION**

The Commission discussed preparations for the City Council presentation on June 19. Velicia McMillan Humes stated that Council expects an update on HRC accomplishments in the past year. The item is not on the regular agenda. The HRC cannot make recommendations, and there will be no deliberation following the presentation.

Chair Jameson said the immigration study was the most impactful thing the Commission has done all year. It is important to note that the effort was initiated by a public request. Vice Chair Simmons felt that the bulk of the presentation should be dedicated to the immigration study, because it is the only chance the HRC will have to discuss it with Council. The Commission agreed to emphasize the economic facts contained in the immigration study, and note that other communities across the state have signed onto the Arizona Accord.

Commissioner Fox expressed concern about having too many speakers in such a short amount of time, and felt one or two would be best. The HRC agreed to limit the Powerpoint topics to the following:

- The purpose of HRC
- A recap of 2011/12 activities
- Community input and research findings
- A summary of 2012/13 initiatives

The Commission decided to limit supporting materials to the brochures on the HRC and the Cross Cultural Communications Series, and a printout of the Powerpoint file.

Chair Jameson said he would work with Commissioner Fox to draft speaker notes for the presentation. He requested advice for dealing with any difficult or contentious questions from City Council. Commissioner Martin suggested the best response would be to restate the



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duties and responsibilities of the HRC. Vice Chair Simmons said such questions are appropriate, but ultimately, it is the Commission's job not to provide the answers, but to foster a community dialogue to arrive at solutions.

## **5 CHAIRMAN REPORTS**

None.

## **6 COMMISSIONER ITEMS**

Commissioner Campbell offered to provide a report on diversity support at area hospitals. Commissioner Martin reported that the City of Scottsdale will be represented at the Positively Powerful Women Awards.

## **7 OPEN CALL TO THE PUBLIC (A.R.S. § 38-431.02)**

April Fischer interviewed the Commission for an article she is writing for ASU's State Press. She said she was unaware of the HRC before this assignment, but feels the group deserves more exposure.

## **8 STAFF LIAISON ITEMS**

None.

## **9 ADJOURNMENT**

The meeting adjourned at approximately 7:15 p.m.

Respectfully submitted,  
A/V Tronics, Inc. DBA AVTranz.



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